Information delivered right to your door
Intelligent information logistics replaces the tedious search for information

Bassersdorf, May 30, 2011 – The newest product from iQser AG makes the automatic delivery of relevant information in any work context possible. The iQser GIN Weaver portal is immediately ready to install, thanks to the automatic analysis processes and web technologies, and can even be used by small and mid-sized companies.

Significant time is lost when searching for information required for daily work processes. Even small tasks require multiple search queries, or navigation through folder hierarchies or company portals. Not only is time lost, but important information is also not taken into consideration because it was not searched for.

Information from various sources at a glance

The sources for relevant information are often diverse and wide spread. Many are part of special business software for ERP, CRM, or PLM, while others are in documents or content management systems. Not to be overlooked is personal information like emails and the like on the internet. Often Google is queried first before an employee plunges into the company’s jungle of information.

Automatic selection of relevant information

All current information systems follow the paradigm of search that has been brought into our vocabulary, not in the least by Google. GIN Weaver turns this paradigm upside down with intelligent information logistics. Instead of an employee trawling through data sources, the information comes to the employee when they need it, and only that data that is actually relevant and usable. The salesperson is then best prepared for the client, customer service knows the solution to the problem, and management maintains oversight.

Using semantic technologies in the background

The new paradigm is possible due to the dynamic, content-related networking of data, regardless of what source it comes from and what format it is in. Thus, all content can become context for which GIN Weaver delivers suitable information. It also recognizes when an order in the document management system is connected to a specific customer whose master data is managed in the ERP system; or a forwarded email in customer service is evaluated so that it may be coupled with the correct entry in the solution database and the employee can immediately provide assistance.

Information logistics for small and mid-sized businesses, too

GIN Weaver consists of a web portal and a semantic integration and analysis platform that are compatibly matched so that businesses can use a standard product. Thus iQser has succeeded in making a complex technology accessible even for small and mid-sized companies. Open industry standards allow for expansion by means of a simple building block principle. GIN Weaver will be ready to download for testing by the end of June. Those who prefer to not install it can use the information logistics portal as a cloud service.
Background.

iQser AG with head offices in Bassersdorf (Switzerland) provides the iQser GIN platform, a semantic middleware for integration of heterogeneous data sources including the internet for semantic real-time analysis.

iQser’s competence lies in the area of format and language-dependent automatic semantic analysis, as well as high-efficient, semantic data integration. iQser is a technology leader in the area of semantic IT infrastructure.

From practical business experience, Dr. Jörg Wurzer and Christian Magnus developed an idea for a new paradigm in dealing with data.

After bringing an investor on board, in 2007, the iQser AG was founded which turned the results of the research and development performed before the foundation of the company, into a stable, tested product that is now available as the iQser GIN platform.

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